

Docket Item # 12
BAR CASE #2008-00188

BAR Meeting
November 5, 2008

ISSUE: Signage

APPLICANT: Alexandria Dental Center (Homan Solemaninejad, Owner)

LOCATION: 717 Pendleton Street

ZONE: CL / Commercial Low Zone

STAFF RECOMMENDATION: Staff recommends approval with the following conditions:

1. Only one of the two, proposed signs are approved for installation. The applicant must make a determination which sign they will be installing on the building and provide a letter to the BAR Staff confirming the decision, prior to the sign's installation.
2. The Applicant will consider removing the existing square, sconce light fixtures and replace these fixtures with two, traditional wall mounted lanterns (replacing fixture at door #717, and adding a fixture to door #715) to match the existing lanterns on the building as close as possible (materials, color, size and design) with final specifications to be approved by staff prior to purchase and installation.



BAR CASE #2008-0188

11/5/2008



I. ISSUE:

The Applicant is requesting approval of a Certificate of Appropriateness in order to install two, separate business identifiers on the subject building. The signage proposed consists of:

1. A new, double-sided hanging sign for the subject office. The proposed, 30” high x 40” wide, oval-shaped sign will be fabricated of ½” MDO Plywood with applied surface graphics and affixed to a 48” long, black iron, scroll bracket with a black iron rod and quick link connector. This design detail will create an “operable” hanging sign, a design which provides some movement when subject to wind currents. The proposed color scheme for the sign is a blue background, with white and ivory graphics, which identify the business name “Alexandria Dental Center” and their expertise as “Dentistry” and “Orthodontics”.

The Applicant proposes to mount the sign between the single doors within the fluted frieze.

2. A new, flat sign on the façade of the building, mounted above the two, single doors, expressing the business’s expertise “Dentistry” and “Orthodontics”. The proposed lettering will be constructed out of nine-inch (9”), flat, water jet cut, ¼” aluminum with a baked enamel finish. The Applicant proposes to stud mount the letters into the wood façade.

II. HISTORY:

This one-story, flat roof building is clad with a stone veneer and detailed with a fluted frieze, stone pilasters, and a metal, false Mansard roof. The building is punctuated by 20-light, fixed sash “picture” windows and six-paneled doors capped with four-light transoms. Wood wainscot is utilized as a decorative element on various parts of the building, including flanking doors and around windows.

The office located at 717 Pendleton Street occupies this one-story building with four (4) other office suites. Based on Sanborn Fire Insurance Record research, this building was built c1941, as the 1941 Fire Insurance Map indicates data provided was from “plans”.

Previous Approvals:

July 10, 1996: Signage and Alterations for Flagstone Childhood Development (BAR 96-0151PG).

III. ANALYSIS:

The subject signage meets the Zoning Ordinance requirements outlined in sections 9-202 (B)(1), 9-202(B)(3) & 9-202(B)(4).

The proposed signs individually are not problematic in scale, design, materials, or location. However, the Applicant's request to install both of the signs is inappropriate as the *Design Guidelines* specify that "only one sign per business is appropriate" and to "avoid repetitious and undue verbiage". As we are discussing the installation of two signs on the same façade, which repeat the same words (Dentistry and Orthodontics), one of the signs is redundant and should not be installed. Because both of these signs independently are appropriately designed per the *Design Guidelines* and sympathetic to the character of the historic district, the Board should allow the Applicant to make the determination which sign they wish to install.

Additionally, the current light fixtures on this portion of the building are square in shape and mounted on the wall surface. Traditional, wall lantern, light fixtures have been utilized on other parts of the building and are more complementary to the building's existing architectural style. These existing wall lanterns are mounted adjacent to other entry doors on the building, including to the left of one of the subject doors (#717 door). Staff recommends that the Board encourage the Applicant to remove the incompatible square light fixtures, and the existing wall lantern and install an additional wall lantern fixture mounted adjacent to the dental office's entry door (#715 door). This wall fixture does not have to be an exact replica of the existing fixtures on the building; however, it should be a close match in style, material, color and design. A more energy efficient fixture will be an added benefit of the replacement.

IV. STAFF RECOMMENDATION:

Staff recommends approval with the following conditions:

1. Only one of the two, proposed signs are approved for installation. The applicant must make a determination which sign they will be installing on the building and provide a letter to the BAR Staff confirming the decision, prior to the sign's installation.
2. That the Applicant remove the existing square, sconce light fixtures and replace these fixtures with two, traditional wall mounted lanterns (replacing fixture at door #717, and adding a fixture to door #715) to match the existing lanterns on the building as close as possible (in materials, color, size and design) with final specifications to be approved by staff prior to purchase and installation.

V. CITY DEPARTMENT COMMENTS:

Legend: C - Code Requirement R - Recommendation S - Suggestion F- Finding

Code Enforcement:

F-1 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.

C-1 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Historic Alexandria:

No comment.

VI. IMAGES:



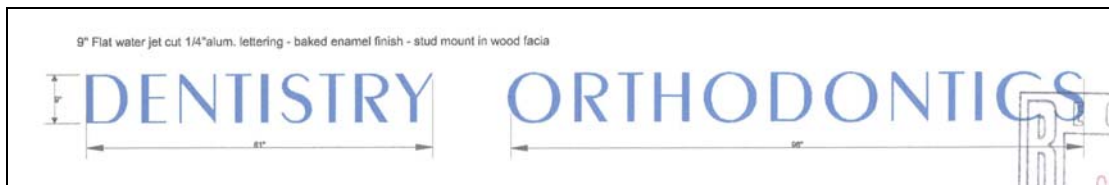
Front Façade of Office



Square Sconce



Traditional Wall Lantern



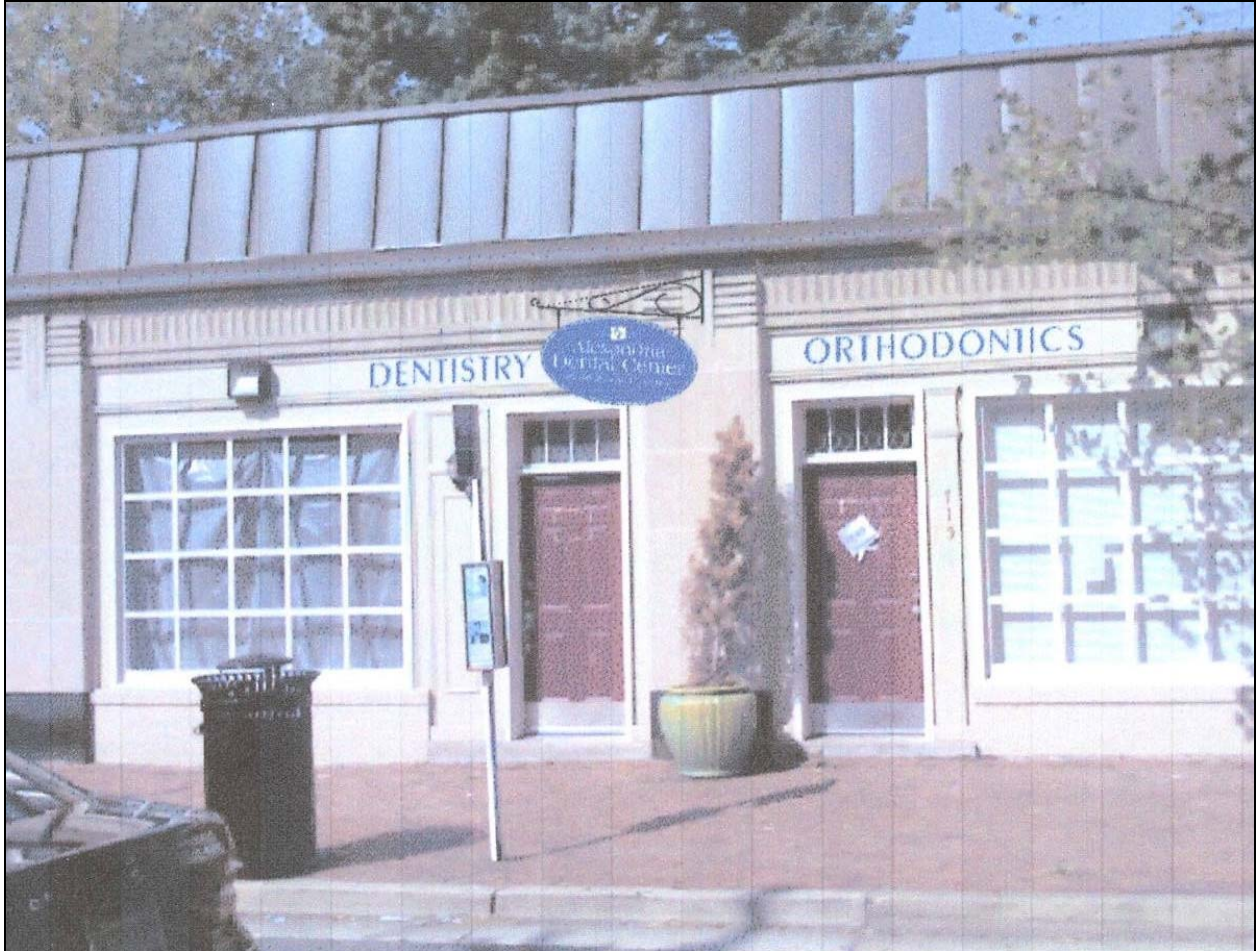


Exhibit of Proposed Signage on Building